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1. Yelp was founded in **2004** to help people find great local businesses like dentists, hair stylists and mechanics
2. As of August 2009, more than **25 million** people visited Yelp in the past 30 days
3. Yelpers have written over **7 million** local reviews, over 85% of them rating a business 3 stars or higher
4. In addition to reviews, you can use Yelp to find [events](#), [special offers](#), [lists](#) and to [talk](#) with other Yelpers
5. Every business owner (or manager) can setup a [free account](#) to post offers, photos and message her customers
6. Yelp makes money by **selling ads** to local businesses - you'll see these yellow, clearly labeled "Sponsored Results" around the site
7. Paying advertisers can also promote a favorite review at the top of their Yelp page, but can never change or re-order their other reviews
8. Yelp has an automated filter that suppresses a small portion of reviews - it targets those suspicious ones you see on other sites
9. You can Yelp on your phone at <http://m.yelp.com>, [Yelp for iPhone](#), or [Yelp for BlackBerry](#)
10. The [Weekly Yelp](#) is available in **28 city editions** to bring you the latest business openings & other happenings

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